

**BY ORDER OF THE  
SECRETARY OF THE AIR FORCE**

**DEPARTMENT OF THE AIR FORCE  
POLICY DIRECTIVE 35-1**



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**Public Affairs**

**PUBLIC AFFAIRS MANAGEMENT**

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This publication in conjunction with Headquarters Air Force Mission Directive 1-28, *Director of Public Affairs*, implements Department of Defense Directive (DoDD) 5122.05, *Assistant to the Secretary Of Defense for Public Affairs (ATSD(PA))*; DoDD 5410.18, *Public Affairs Community Relations Policy*; Department of Defense Instruction (DoDI) 5160.48, *DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)*; DoDI 5230.09, *Clearance of DoD Information for Public Release*; DoDI 5400.14, *Procedures for Joint Public Affairs Operations*; DoDI 5410.15, *DoD Public Affairs Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media*; DoDI 5410.16, *DoD Assistance to Non-Government, Entertainment-Oriented Media Productions*; DoDI 5410.01, *Release of Information Concerning Accidents Involving Military Personnel or Equipment or Concerning Senior Personnel*; DoDI 5040.02, *Visual Information (VI)*; DoDI 5040.07, *Visual Information (VI) Productions*; DoDI 5122.08, *Use of DoD Transportation Assets for Public Affairs Purposes*; DoDI 5230.29, *Security and Policy Review of DoD Information for Public Release*; DoDI 5120.04, *DoD Newspapers, Magazines, Guides, and Installation Maps*; DoDI 5400.13, *Public Affairs (PA) Operations*. This policy directive applies to all Department of the Air Force military and civilian personnel, including members of the Reserve and Air National Guard. Ensure all records generated as a result of processes prescribed in this publication are maintained in accordance with Air Force Instruction 33-322, *Records Management and Information Governance Program*, and disposed of in accordance with the Air Force Records Disposition Schedule located in the Air Force Records Information Management System. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional chain of command.

## ***SUMMARY OF CHANGES***

This document has been substantially revised and needs to be completely reviewed. Major changes include revision of language to account for the establishment of the United States Space Force and clarification of responsibilities of the Secretary of the Air Force Office of Public Affairs (SAF/PA) to the Space Force.

**1. Overview.** This directive establishes the framework for the Department of the Air Force's Public Affairs operations and activities. The Department of the Air Force has an obligation to communicate with the American public, including uniformed and civilian personnel and their families, and it is in the national interest to communicate with the international public. Through the engagement with and responsive release of accurate information and imagery to domestic and international audiences, public affairs puts operational actions in context, informs perceptions about Air Force and Space Force operations, helps undermine adversarial propaganda, misinformation, and disinformation efforts and other forms of malign influence, and contributes to the achievement of national, strategic, and operational objectives.

**2. Policy.** The Department of the Air Force shall conduct communication programs at all levels of command. These programs provide uniformed and civilian service personnel and their families, Congress and the American public with proactive, factual, and accurate information. This information contributes to awareness and understanding of the Department's missions. Additionally, Public Affairs contributes to operational objectives through global influence and deterrence by engaging directly with all relevant publics in and through the information environment.

2.1. The Department of the Air Force shall respond to requests for releasable information and material. To maintain the Department's credibility, commanders shall ensure a timely and responsive flow of such information.

2.2. The Secretary of the Air Force authorizes the delegation of the review of information proposed for public release to the lowest level competent to evaluate the content. Generally, reviewers shall assess the potential implications of releasing the information, ensuring it is not classified, does not disclose operationally sensitive elements, and does not conflict with established government policies or programs.

2.3. Public affairs programs shall not practice propaganda, disinformation or activities intended to bias, mislead, misinform or deny otherwise releasable information.

2.4. The Department of the Air Force shall develop and maintain cooperative and responsive relations with the public and media. Public affairs activities will support leaders at all levels in fostering public trust and support through active community outreach.

2.5. The Department of the Air Force shall collect, preserve and accession visual information products to meet operational, informational, training, research, legal, historical, recruiting and administrative needs.

2.6. The Department of the Air Force shall organize, train and equip its bands to conduct appropriate engagements to foster sustained public trust and support, sustain the morale of uniformed and civilian service personnel, build partnerships, foster national pride, patriotism and service, and recruit and retain talented personnel.

**3. Roles and Responsibilities.** The Department of the Air Force Director of Public Affairs is the principal official of the Secretary of the Air Force Office of Public Affairs (SAF/PA) and is responsible for providing guidance, direction and oversight on the formulation, review and execution of public affairs plans, policies, programs and budgets. SAF/PA serves as the functional authority and career field manager for Department of the Air Force public affairs professionals.

3.1. The SAF/PA Director advises the Secretary of the Air Force, Chief of Staff of the Air Force, Chief of Space Operations, Secretariat, Air Staff, and Space Staff on all matters relating to Air Force and Space Force communication strategies and programs.

3.2. SAF/PA plans, supervises, organizes/synchronizes, conducts, evaluates and assesses the impact of Department of the Air Force and enterprise public affairs operations.

3.3. SAF/PA monitors and supports all Air Force and Space Force content distributed in Defense Media Activity-produced products, ensuring they meet the needs and standards of the Department of the Air Force and service leaders and audiences.

3.4. SAF/PA exercises supervisory responsibilities over its field operating agency, the Air Force Public Affairs Agency, which supports both the Air Force and Space Force in accordance with Air Force Mission Directive 28, *Air Force Public Affairs Agency*.

3.5. Commanders of Air Force and Space Force major and field commands and direct reporting units shall develop and implement policies and procedures that complement Department of the Air Force-level programs and synchronize them with the service-level communication strategy and related communication planning processes.

3.6. Commanders shall also initiate, manage and evaluate public affairs programs for their assigned organizations and units. Commanders of major and field commands shall ensure theater concept plans, operations plans, functional plans and other theater- or mission-specific planning documents include public affairs logistics support and planning details and complement combatant command public affairs objectives, themes and messages.

BARBARA M. BARRETT  
Secretary of the Air Force

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

DoDD 5122.05, *Assistant to the Secretary Of Defense for Public Affairs (ATSD(PA))*, 7 August 2017

DoDD 5410.18, *Public Affairs Community Relations Policy*, 20 November 2001

DoDI 5160.48, *DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)*, 21 March 2011

DoDI 5230.09, *Clearance of DoD Information for Public Release*, 25 January 2019

DoDI 5400.14, *Procedures for Joint Public Affairs Operations*, 3 November 2014

DoDI 5410.15, *DoD Public Affairs Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media*, 28 March 1989

DoDI 5410.16, *DoD Assistance to Non-Government, Entertainment-Oriented Media Productions*, 31 July 2015

DoDI 5410.01, *Release of Information Concerning Accidents Involving Military Personnel or Equipment or Concerning Senior Personnel*, 2 June 2009

DoDI 5040.02, *Visual Information (VI)*, 27 October 2011

DoDI 5040.07, *Visual Information (VI) Productions*, 21 February 2013

DoDI 5122.08, *Use of DoD Transportation Assets for Public Affairs Purposes*, 17 December 2014

DODI 5230.29, *Security and Policy Review of DoD Information for Public Release*, 13 August 2014

DoDI 5120.04, *DoD Newspapers, Magazines, Guides, and Installation Maps*, 17 March 2015

DoDI 5400.13, *Public Affairs (PA) Operations*, 15 October 2008

HAF MD 1-28, *Director of Public Affairs*, 10 December 2015

Air Force Mission Directive 28, *Air Force Public Affairs Agency*, 4 April 2019

AFI 33-322, *Records Management and Information Governance Program*, 23 March 2020

***Prescribed Forms***

None

***Adopted Forms***

AF Form 847, *Recommendation for Change of Publication*

*Abbreviations and Acronyms*

**DoDD**—Department of Defense Directive

**DoDI**—Department of Defense Instruction

**HAF MD**—Headquarters Air Force Mission Directive

**OPR**—Office of Primary Responsibility

**SAF/PA**—Secretary of the Air Force Office of Public Affairs